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			Application Number	10/597,056	
			Filing Date	July 10, 2006	
			First Named Inventor	LEE, WOO SUNG	
			Art Unit	4143	
Examiner Name	Nathan C. Uber				
Sheet	1	of	1	Attorney Docket Number	56587.24

FOREIGN PATENT DOCUMENTS						
Examiner Initials ¹	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)				
	A1	JP 2002-298015	A	10-11-2002	DIGITAL ADVERTISING CONSORTIUM INC	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials ¹	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
	B1	Advertising on the Internet Second Edition, published on Feb. 26, 2001 Authors: Robbin Jeff et al., Page: 153~178 (Chapter 7. Pricing online ads) English translation of abstract	

Examiner Signature		Date Considered	
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